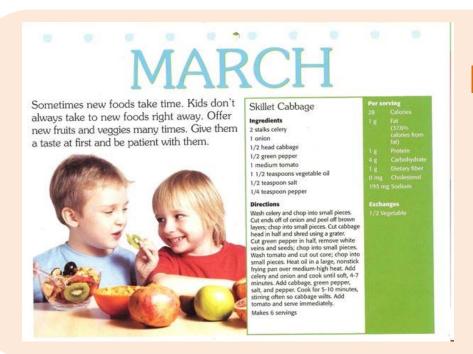
Spotlight:

Creative Ways of Conveying Messages

Below are a few ideas for using these resources in WIC, SNAP, Child Nutrition and other programs.

Ideas for Conveying Messages for Moms of Preschool Kids



Program Practice

Virginia created a calendar that paired messages with appealing photos and recipes for SNAP-Ed families.

Group Discussions

Show the short **child feeding video** in facilitated discussions, family night, staff training, or group sessions. To get the discussion started, ask moms to share their reactions to the video and share their experiences.

Ideas for Conveying Messages for Moms of Elementary School Kids



Program Practice

New Hampshire used the "They're still growing" milk message in the newsletter that they mailed to about 36,000 SNAP households.

Connect with Parents

Integrate messages into parents meetings, one-on-one counseling and take home materials such as school menus.

Ideas for Conveying Messages for Elementary School Kids



Engage Kids

Reinforce classroom lessons and other learning activities with the kids' messages and activity sheets.

For example, have kids complete the "Hero Rap" then ask groups of kids to perform it or to expand the wording, etc. Give gold stars to participants!

Make Interactive and Fun!

- Ask kids to use the **Trying Game** Activity to keep track of the number of fruits and vegetables they try at home during the week.
- Assign the Track and Field Fuel Up Challenge Game during National School Breakfast Week—have kids "Go for Gold."

